Cisco Small Business IP Video Surveillance Solutions

Sales and Positioning Guide

At-A-Glance

Why Should I Care About Cisco Small Business Video Surveillance Solutions?

For a small business owner, knowing what's happening in the storefront, warehouse, or parking lot at all times can make a major difference in the company's physical and financial security. Cisco offers a complete portfolio of wired and wireless video surveillance solutions designed specifically for small businesses. These solutions operate over the IP network many businesses already have in place and deliver features far beyond what conventional closed-circuit television (CCTV) systems can provide. And, unlike other surveillance systems that require the purchase of separate monitoring software at a cost of several hundred dollars or more, all Cisco® Small Business cameras come with a complete video monitoring suite at no extra charge.

With Cisco Small Business Video Surveillance Cameras, customers can:

- Integrate alarms, door sensors, motion detectors and other business and security systems into the video solution
- View live video of the business from anywhere using an Internet-enabled PC or mobile phone
- Receive automatic alerts (including video clips or still images) whenever motion is detected on the premises after hours
- Locate specific dates, times, or incidents in video archives in seconds, instead of having to manually pore over hours of analog video
- Easily and cost-effectively add new cameras, video storage, and security applications as the business evolves
- Safeguard their businesses day or night using select models

How Do I Qualify Customers for a Cisco Small Business Video Surveillance Solution?

Cisco Small Business video surveillance solutions are designed for small businesses with up to 100 users. Any small business who needs video surveillance is a potential customer. Ideal targets include customers using CCTV systems who would like added features, flexibility, and integration into their existing network..

What Questions Should I Ask to Initiate Sales?

The following questions can help initiate a sale:

- How many locations do you have? If more than one, how do you keep an eye on employees at all sites?
- How do you monitor your business during off-hours or when you can't be there in person?
- Do you currently use a traditional CCTV surveillance system?
- Do you currently maintain separate networks for video surveillance and business applications?
- If so, how much time and effort could you save by controlling everything with a single network?
- If you use a CCTV system, how much time do you think you could save on incident investigation if you could quickly and easily call up specific dates and times?

What Problems Need to Be Solved?

Small businesses need to:

- Protect the business from theft and vandalism
- Keep an eye on the business from remote locations
- Reduce the risk of liability for workplace accidents
- Reduce operational costs by converging separate business application and surveillance networks
- Enable advanced surveillance features such as door or light controls and automatic email alerting without incurring exorbitant costs
- Gain better intelligence about customer behavior and traffic patterns

Features and Capabilities

Cisco Small Business video surveillance solutions provide:

- **Optimal camera control:** Customers can choose from camera models with pan, tilt, and zoom capabilities that allow remote monitoring from virtually any angle, providing a cost-effective alternative to deploying multiple fixed cameras.
- **Exceptional image quality:** Models with Sony® Progressive Scan charge-coupled device (CCD) sensors can provide excellent image quality even in low light.
- **Flexibility for any environment:** Customers can choose from Power over Ethernet (PoE) wired cameras, Wireless-G cameras, and high-quality box cameras that accommodate industry-standard lenses, camera bases, and outdoor enclosures.
- **Remote accessibility:** With an IP surveillance solution, customers can access real-time video from any Internet-connected PC or mobile phone, and can virtually manage the business's security and operational efficiency from anywhere.
- **Advanced application support:** Cisco Small Business video surveillance solutions include cameras with integrated speaker output and microphone for two-way audio, and input/output ports to support a variety of applications. Customers can link the video surveillance system with door sensors, motion sensors, alarms, lighting systems, point-of-sale (POS), phone systems, or virtually any other business system.
- **Included video monitoring software:** Other IP surveillance systems require separate video monitoring software that can cost as much as $1500. Cisco Small Business surveillance cameras include a complete monitoring suite at no extra cost that lets customers easily configure and control up to 16 cameras.

For Small Business

- **Easy installation:** The included video software's intuitive graphical user interface makes it easy to deploy cameras and sensor systems, and set up intelligent alerts.
- **A complete surveillance solution:** Cisco Small Business video surveillance solutions fully integrate with Cisco Small Business routing and switching, data storage, and telephony technologies to provide a complete video, voice, and data solution.

Benefits for Customers

Cisco Small Business video surveillance solutions:

- Protect the business from theft or vandalism
- Enhance operational effectiveness by allowing business owners to directly supervise multiple locations from anywhere
- Reduce operational costs of supporting separate surveillance and business application networks
- Reduce risk of liability by providing a record of everything that occurs in the workplace
- Add to peace of mind by allowing business owners to receive alerts of any problems and view real-time surveillance video from anywhere
- Simplify incident investigation by making it quick and easy to jump to any date and time
- Improve profitability by providing a tool to understand customer behavior and traffic patterns

Benefits for Cisco Partners

The Cisco Small Business video surveillance portfolio helps Cisco partners by:

- Meeting growing demand for video surveillance solutions with more advanced features and capabilities than CCTV systems
- Allowing for fast, easy installation
- Providing flexibility to support any customer in any environment
- Providing a video surveillance solution that easily integrates with Cisco Small Business routing and switching, storage, and other solutions

How Should I Address Common Objections?

Objection: **The Cisco solution is too expensive. A less expensive CCTV will suffice.**

Response: Inexpensive CCTV systems can't provide the advanced features that an IP solution can. You won't be able to view real-time video feeds remotely over the Internet, to set up alerts if your system recognizes a problem during off-hours, or easily integrate surveillance cameras with door and alarm systems in your business. You will also need to run a CCTV system on a separate network, adding to your ongoing operational costs. Cisco Small Business video surveillance solutions incorporate Internet intelligence to give you state-of-the-art features and capabilities that are not possible with a CCTV system. They also run on the business data network you already have in place.

Objection: **I am considering an IP surveillance system from a competing vendor.**

Response: Make sure you're calculating the full cost of the solution. Most vendors require you to purchase separate video monitoring software for as much as $1500. All Cisco Small Business video surveillance solutions include a comprehensive video monitoring suite at no extra charge. You can use this intuitive software to control up to 16 cameras at once and easily configure security, automatic motion detection, and advanced video archiving and searching features. If you need to manage more than 16 cameras or would like to use advanced surveillance functions like point-of-sale (POS) integration and business analytics, the free video monitoring software can be extended with the affordable Cisco Advanced Monitoring System (AVMS). Cisco Small Business video surveillance solutions are also designed to easily integrate with other Cisco Small Business video surveillance solutions are also designed to easily integrate with other Cisco Small Business routing, switching, storage, and telephony products to provide a complete, easy-to-manage network solution.

Objection: **This solution is too complex to install and manage.**

Response: Cisco Small Business video surveillance solutions were designed specifically for small businesses that don't have an extensive IT staff. They have graphical interfaces and wizards to help you easily configure and maintain your storage system. Your Cisco partner can handle all of the installation and configuration, and set up a system to provide robust protection for your business without taking up staff time.

Upsell/Cross-Sell Opportunities

Any business that is using or considering a storage system is also an excellent target (Cisco NSS 300 Series Smart Storage).

For customers who require a Power over Ethernet (PoE) surveillance solution, Cisco Small Business ESW 500 Series Switches provide an excellent cross-sell opportunity.

For customers who require a wireless surveillance solution, the Cisco Small Business AP 541N Wireless Access Point or the Cisco Small Business SA 520W Security Appliance are recommended as cross-sell solutions.

Additional Resources

For more information about Cisco Small Business video surveillance solutions and accessories, including data sheets, user guides, firmware, and competitive information, visit: http://www.cisco.com/go/surveillance.

For more information about Cisco Small Business Network Storage Systems (NSS) please visit: http://www.cisco.com/go/smartstorage.

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Table 1: Product Family Comparison

Camera	Highlights	Recommended
WVC210	• Wireless-G video camera can be deployed anywhere without Ethernet cables • 1/4-in" CMOS sensor with glass lens • Remote pan/tilt/digital zoom capabilities • Strong wireless security • Two-way audio with built-in speaker and microphone • LCD display for simple setup and configuration	Ideal entry-level IP video surveillance camera for customers who need a cost-effective, remotely controlled wireless video solution
WVC2300/ PVC2300	• Wireless or PoE model options • Supports any industry-standard lens, pan/tilt base, or outdoor enclosure • Exceptional image quality and low light sensitivity with ¼" Sony CCD sensor • Samba and Jabber client support to directly transfer video to storage devices or instant message alerts to users • Strong wireless security • Input/output ports to integrate with alarms, PIR sensors, door sensors, lighting systems, etc. • RS-485 port to control pan tilt base	Ideal for companies that require a high-quality box camera that accommodates a variety of industry-standard lenses and camera bases, and can be used in rugged outdoor environments
VC220	• Dome camera that allows for flexible installation on ceilings or walls • 1-/3.3-in. WDR sensor that delivers high-quality video • Three-axis mechanical design • 3.3- to 12-mm varifocal board lens with auto-iris (3.6x optical zoom + 4x digital zoom) • Built-in Infra-Red lamp for night vision • Built-in passive IR (PIR) sensor for thermal detection • Audio input/output for external microphone and/or speaker • Integrated I/O ports to facilitate alarm triggers, facilitate turning on and off lights, etc. • Power over Ethernet (PoE), which allows for single-cable installation • RS-485 port to control pan tilt base	Flexible indoor dome camera for customers who require a day and night surveillance solution, with a wide dynamic range (WDR) that adapts to many situations regardless of light levels
VC240	• Bullet camera that allows for flexible installation indoors or outdoors, on ceilings or walls • 1-/3.3-in. WDR sensor that delivers high-quality video • 3.3- to 12-mm varifocal board lens with auto-iris (3.6x optical zoom + 4x digital zoom) • Built-in Infra-Red lamp for night vision • Audio input/output for external microphone and/or speaker • Integrated I/O ports tofacilitate alarm triggers, facilitate turning on and off lights, etc. • PoE, which allows for single-cable installation • Rugged industry-standard IP66-rated camera that offers robust protection against dust and moisture • RS-485 port to control pan tilt base	Indoor/outdoor camera for customers who require a day and night surveillance solution in dusty and moist environments, with a WDR that adapts to many situations regardless of light levels
PVC300	• PoE to connect and power cameras over a single Ethernet cable • Full pan, tilt, and 2.6x optical zoom for remote monitoring business from any angle • Exceptional image quality and low light sensitivity with 1/4-in" Sony® CCD sensor • Support for IPv6 and Samba client • Two-way audio with built-in speaker and microphone • Multiple input/output ports to integrate with alarms, Passive InfraRed (PIR) sensors, door sensors, lighting systems, etc.	Highly flexible pan/tilt/zoom camera solution for customers who need a wide range of camera motion and high optical resolution

Upgrade your Cisco® Small Business Video Surveillance solution with these quality accessories Protect your camera while expanding your video surveillance solution to an outdoor location, from a snowy parking lot to a beach front café. Or increase your viewing capabilities with easy to install lenses that extend viewing possibilities with improved image quality, zoom and wide angles.

Table 2: Product Accessories

SKU	Description	Camera Compatible	Auto Iris
VC020	Camera Enclosure Exterior Box with Heater and Blower	PVC2300	
VC025	Recessed/flush Ceiling Mount	VC220	
VC030	Camera Enclosure Exterior Pan Tilt	PVC300	
VC031	Camera Enclosure Exterior Pan Tilt Pendant Mount	PVC300	
VC032	Camera Enclosure Exterior Pan Tilt Corner Mount Adapter	PVC300	
VC033	Camera Enclosure Exterior Pan Tilt Pole Mount Adapter	PVC300	
CAMLMI	Tamron Camera Lens 3-8mm Varifocal Manual Iris	PVC/WVC2300	No
CAMLWA	Computar Camera Lens 3-8mm Varifocal Manual Iris	PVC/WVC2300	No
CIVS-IPC-VF31=	IP Camera Fujinon 3-11 mm Varifocal Lens	PVC/WVC2300	Yes - DC
CIVS-IPC-VT31=	IP Camera Tamron 3-11 mm Varifocal Lens	PVC/WVC2300	Yes - DC
CIVS-IPC-VF38=	IP Camera Fujinon 3-8 mm Varifocal Lens	PVC/WVC2300	Yes - DC
CIVS-IPC-VT38=	IP Camera Tamron 3-8 mm Varifocal Lens	PVC/WVC2300	Yes - DC
CIVS-IPC-VF55=	IP Camera Fujinon 5-50 mm Varifocal Lens	PVC/WVC2300	Yes - DC
CIVS-IPC-VT55=	IP Camera Tamron 5-50 mm Varifocal Lens	PVC/WVC2300	Yes - DC

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